

The Parker "21" Hope for Freer World Trade Is Currently Futile and Forlorn

If you've wondered when Parker was going to get into the lower priced pen business, and why it didn't happen, this article bears reading. As you read this, Parker salesmen have attended meetings on the same subject and are now contacting dealers with the news.

Not long ago, someone figured out in the tabulating department with the aid of an unimaginative IBM machine that something around \$200 million worth of Parker "51" pens had been sold since its introduction in 1941. That would run \$22 million a year, or \$1466 a year for each of 15,000 dealers.

From 1941 through the middle of 1947 the dealer demand and the public demand exceeded our ability to produce the "51" pen. On the one brief occasion when we gave in to pressure and tried to make them faster than mother nature was willing, quality took a chance. We learned a lesson about pressure, and came up with a tougher hide the second time.

Through this period there was another kind of pressure filtered from the trade through salesmen to Janesville. That was for more pens with the name Parker on them, ball pens, any kind of pen as long as it had the name Parker on it.

We brought out the "V-S" in the upper middle-price bracket. It was a good pen functionally but didn't use Superchrome, didn't write dry, and didn't give off enough of the "51" type of magic sparks, as you learned and we did too. The pen was all right, but the time, the price, and the magic were not tuned to the consumer at the moment.

That toughened our hide a bit more. We left the field below \$10 wide open for 108 other manufacturers then in the business.

In 1948 production on the "51" caught up with demand, stayed with it, and could have beat it to the tape a few yards. Meanwhile, a great many other products long in scarce supply had the same experience. In mid-year we put ourselves on starting blocks for the future. The Aero-metric "51" was a partial answer and it was readied to move from the laboratories to the production division. That program takes care of the consumer wants in the quality conscious bracket of the market where pride of possession and ultimates are prime purchase factors.

But we have felt that the domestic volume would be lucky in 1949 if it held at the 1948 level—considering the mild deflation taking place in the national economy. The situation in foreign markets is another factor. It was recognized that after enjoying \$ volume prosperity for 10 years, the health of this business in a lowered economy would depend partially on unit volume prosperity.

Hence, a pen with the functional appeal of the "51", but engineered to fit a \$5 bill is now being produced. Along with it goes

(Continued on page 8, column 1)

Since the beginning of the year I have made brief and all too hurried visits to the following countries and territories: England; France; Kenya, Uganda, Zanzibar and Tanganyika in British East Africa; Northern and Southern Rhodesia; Portuguese East Africa (Mozambique); the Transvaal, Natal and Cape Province in the Union of South Africa.

The entire trip was done by air except 500 miles by car from Port Elizabeth to Capetown, and the voyage from Capetown to New York in the cargo vessel Robin Locksley. The air travel was done in a great variety of aircraft from a Constellation to a 15-year old Stinson.

It is obviously impossible to pick up only right answers when traveling so rapidly and visiting so briefly. Very likely I have as many wrong answers as right ones.

One conviction that I am entirely sure of, unfortunately, is that the hope for freer trade and intercourse between nations is a completely forlorn and futile hope. That hope, expressed one way or another, was undoubtedly the most cherished objective of World War II so far as the working people of the world were concerned. They hoped to be able to work and earn and to have their produce shipped wherever needed with fewer political and economic restrictions. So far as I can observe, and being in an international trading business I could not fail to observe, the present tendency is all in the contrary direction.

I am not competent to make a criticism (publicly anyway) of any government's policy respecting international trade because every government in the world today has

seriously complex financial and economic problems which will require almost super-human understanding to solve. Also required is a national unselfishness which is rare in national politics.

Anyway, the only realistic conclusion I could arrive at is that the hope for improved economic relationships between the territories I have been in and the USA is a dead pigeon. I earnestly hope I am wrong.

With regard to our business, there is as usual a silver lining to the black cloud. While fountain pen exports from USA are down to zero in many foreign markets, we do have two small but rapidly expanding factories in England. Because USA dollars are everywhere scarce, Canadian dollars also, British pounds sterling are generally available. Hence market after market is shifting from Janesville and Toronto to London.

The Parker British company is so oversold that shipments are rationed. If they had
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In between visits with dealers and distributors, there was time for sightseeing. Plattenberg Bay on the southern end of Africa could make you think you were in Maine. A glance at the thermometer, however, would change your mind in a hurry.

Varied Reactions to Robbery

You probably read in your newspaper that three masked and armed bandits raided the shipping department here one Sunday evening after vespers, tied up the watchman, loaded up 40,300 pens and pencils, and high-tailed for a rendezvous to split the plunder. There have been all sorts of unexpected and delayed reactions to the robbery which have set in like shock. We thought you might find some of them interesting and have published on this page typical letters from various segments of the public.

Gentlemen:

I noticed in the paper of your loss through robbery of so much of your stock that you might have to ration your pens. We have a surplus of some numbers and if they will help out some of your dealers we will be glad to let you have some of them at the price we paid for them.

If you want to take advantage of this offer let Mr. Rhodes come by and get what will help out.

R. B. Camp, Pres.
R. B. Camp Company
Atlanta, Georgia

Dear Mr. Black:

I see by an article on front page of El Paso paper today that Parker Pen Company was robbed of 20,000 pens. I would just like to say that if I find any of these being sold in my territory I am going to file claim for full commission on same.

Bob Doerr
Salesman—Parker Pen Co.

Gentlemen:

On March 3 I mailed you three Parker pens. I haven't heard anything from you. I read about your robbery and hope these pens were not taken. I sent them by insured parcel post with instructions.

Please let me hear from you at once.

Jas. F. Stoops
300 North Franklin St.
Brazil, Indiana

Gentlemen:

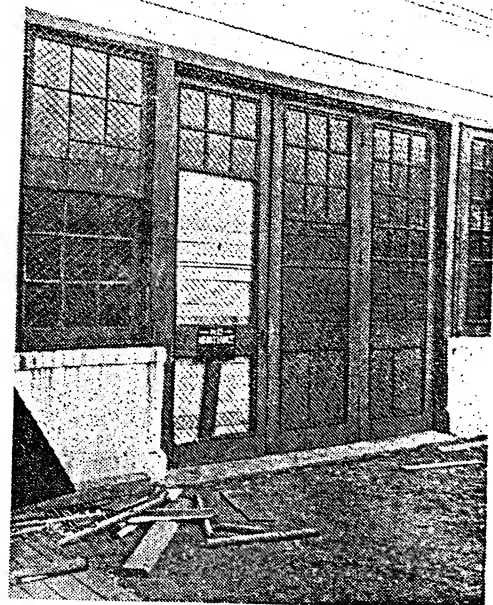
I was reminded by recent newspapers of my "51" pen that arouses the beast in me. I am sincerely sorry to hear that the Parker Pen Company has had such a large piece of bad luck. But I am openminded enough to feel almost equally sorry for the bold bad men who swiped all those pens. Because there seems an excellent chance that they simply have multiplied my own particular headache—they may have a lot of pens that won't write. Trying to get shed of those, when they are stolen ones, besides—that could get to be pretty difficult. Well, things are tough all over. I guess even highwaymen are feeling the slump.

L. V. D.
Milwaukee, Wis.

Gentlemen:

I was very sorry to learn this morning of your \$100,000 loss of Parker pens. In all, I hear 25,000 pens were taken. Is this correct? Gee, some people cannot be honest with themselves and with their God, even during the Holy Season of Lent. No doubt God will take care of them and how, and I don't mean maybe. Will you kindly let me know if there will be any chance for me to get a few Parker "51" pens in the near future. I will keep my eyes open and if any of your products are brought to our village I will wire you at once. Thanking you most kindly for all past favors and for any granted in the future.

J. W. Zangl, Jeweler
Spring Green, Wisconsin



The door in this truck entrance was battered in. The broken area was boarded up promptly next day.

Dear Sirs:

I wish to say to you that I was very sorry to learn through newspapers of your sizable loss. I have used your pens for a long time and had numerous repairs done by you. I found our business relations very pleasant, hence I am sorry to learn of this and I do hope same was covered by insurance. I happen to be a proofreader on a Birmingham newspaper and use my two Parker pens all the time. Recently when I was in a lawyer's office having income tax returns filled out I tried his Parker "51"—a gift to him—and it was marvelous. Sure beats the Vacumatic and I think it tops.

I'm hoping the best of luck for the remainder of '49.

Inez T. Smith
232 Ridgely Apts.
Birmingham, Alabama

Gentlemen:

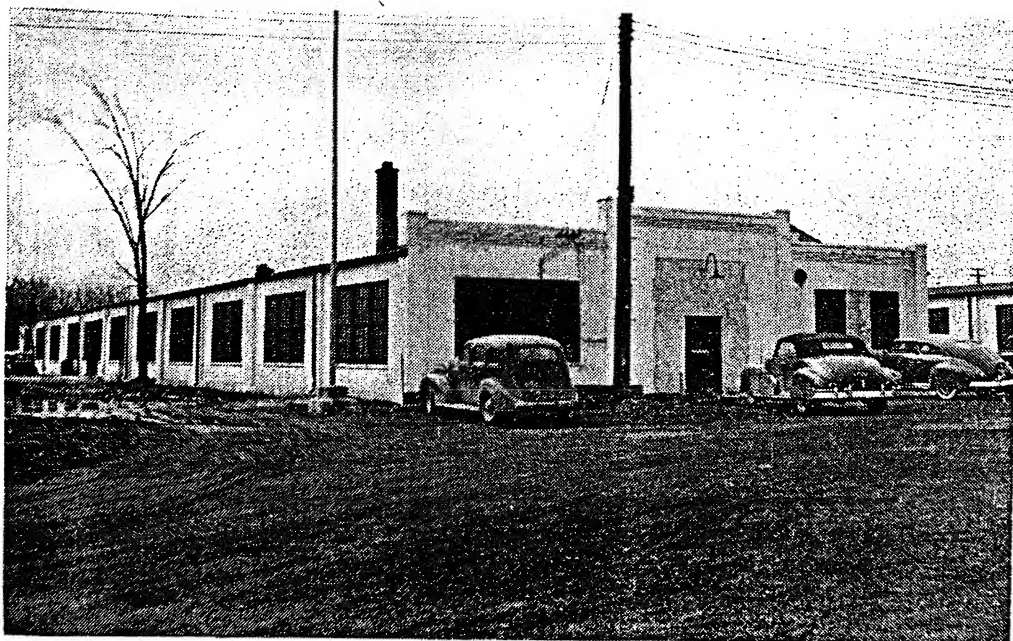
Your recent heavy loss due to the bold holdup of your watchman prompted us to write you regarding the matter of protection against such attacks. This Company while new in name is old in experience in matters of both day and night protection against Burglary and Holdup, and is at your service in connection with anything you might have interest in along this line.

The Personnel of this company is composed of Designers, Engineers and some of the Executives of the old McClintock Company well known for more than forty years in the protection field. The writer personally designed and installed more than a quarter million dollars of protective equipment, etc, etc, etc.

Gentlemen:

Sorry to read of the robbery. Hope thieves are apprehended.

Rose G. Abrahams
Elmhurst, L.I. New York



The shipping department building where the robbery was committed.

Today's Letters Make Yesterday's Letters Blush

One of the larger printing houses in the midwest, and perhaps in the whole country, is The Lakeside Press (R. R. Donnelly & Sons) in Chicago. Generally they're printing things to promote somebody else, but they take the time and trouble to give a highly polished touch to their own promotional literature. A month or two ago we received a booklet from them entitled, "I Take My Pen In Hand."

There's no plug in the book for any writing instrument, and no slam-bang or repetitious plug for Lakeside, for that matter. It is 90 per cent a tale of the changing times as expressed in quotations from great grandmother's letters.

Considering the dyspepsia characteristic in so many business and personal relationships these days (which gets itself expressed in letters), it's easy to sort of yearn for some of the restraint and gracefulness of another day.

These days if Johnny wants to romance youthfully with Mary he slips her a note under the desk at school which says, "Meet me at Sloppy Joe's. We'll cut a rug with solid jive on a hot platter." If all goes well at Sloppy Joe's when Johnny whirls Mary around his head, he may send her a note next day, "Sugar, you were sending solid stuff yesterday." Great grandfather, however, had to indulge love at first sight from a distance no closer than the outer edge of a parasol. If he was bold enough to forego strict conventions he might pen something like this (or Jane Austen might have penned it for him).

"You will, I trust, forgive this abrupt and plainly spoken letter written in defiance of all the rules of etiquette. I left you last night with my heart no longer my own. I cannot, of course, hope that I have created any interest in you, but will you do me the great favor to allow me to cultivate your acquaintance."

Great grandmother, for her part, should have replied somewhat as follows:

"Sir: Your note was a surprise to me, considering that we had never met until last evening, and then our conversation had been only on commonplace subjects. Your conduct is indeed strange. You will please be so kind as to oblige me by not repeating the request, allowing this note to close our correspondence."

Eventually, of course, they got together, but the interim gave pause for thought and constructed a rather sturdy platform for compatibility. If they wanted to make a mistake, they had to be slow about it.

In those days of the generation preceeding 1900, letters followed certain prescriptions almost as closely as medicine. There was an exactly correct form to be used in letters applying for a job, in expressing thanks for a gift, buying a horse, or supplying reference. That doesn't mean all letters were weighted with excess verbiage.

For example, this exchange:

Friend Godard:

Please loan me your pistol this forenoon, and oblige.

John

Friend John:

not get hurt. I shall want it tomorrow.

Ben Godard

You can imagine the 1949 translation of Friend John's request:

Hey Ben:

Lemme have your roscoe for awhile. The 38 not the 45. I got to erase a sap who's putting the heat on me for a cut in the Janesville swag."

Now that we've finally worked around to Janesville and the pen business, we'd like to recommend a swing of the correspondence pendulum regarding service on used pens back to, say, 1900.

We'd like to avoid getting letters which start out:

"I'm sending in my pen which won't write. As far as I'm concerned you can have it. I intend to tell all my friends what a lousy pen it is unless you refund my \$12.50

and give me \$500 damages to soothe my feelings."

Much better this one of 1900:

"It is with a genuine feeling of regret that I conclude the necessity of returning the pen which has provided such excellent service these past three years. I find that a certain crusting on the nib prevents proper flow of the fluid, and although I hesitate to presume extensively, I must confess that I cannot induce proper function from it. If I have been guilty of a neglect in the care of this instrument you will do me a great favor to apprise in full so that this unfortunate situation can be avoided in the future. Kindly send invoice, and oblige."

Short History Of Japan's Pen Business

Just so you'll be able to tell the next pen customer who inquires about it, the first Japanese fountain pen was manufactured in 1902. It was made by Sadajiro Matsuo of lacquered boxwood, and sometimes of dyed bone or horn. The nib was a pin point.

Later on in 1907 the boxwood was replaced by ebonite and the pin point by a gold point. The chief developers of these refinements were Torakichi Iwamoto, Senkichi Toyota, Rihei Sekine, and Hichiro Hodani.

Baseball



Speaking of baseball, now that spring is here, the accompanying pictures make it appear that we are Philadelphia supporters. That's not necessarily true of all 1600 people in this company. It just happened that Philadelphia publicity men did a good job of supplying us with photos of their boys using a rather familiar pen.

Dick Sisler (top right), first baseman-outfielder, signs a Philly contract with Bob Carpenter, president of the club in attendance.

Jimmy Dykes (right), signs to coach the 1949 Athletics, as Roy Mack smiles approval.

Richie Ashburn (above), plants a Hancock



Hope for Freer World Trade

(Continued from page 1)

twice the production capacity they would automatically do twice the business. Unfortunately that butters no parsnips in Janesville, Wisconsin, our principal manufacturing headquarters, nor in Toronto, Canada where work is even more acutely needed. But that's how it is.

Forgetting business for the moment, which under the circumstances is a pleasure, East, Central and South Africa were to me novel and fascinating places to visit. East Africa, the two Rhodesias, and the Union of South Africa, while all within the British Empire are by no means consolidated. There are trade barriers, customs tariffs, import and export controls, and immigration regulations between them quite as though they were in no way related. To a casual visitor it seems they differ so heatedly on minor problems that they have no time to achieve the major advantage of consolidation. There may be valid reasons for this which escaped me.

Certainly they have tremendous problems. Without doubt the most vexatious is the problem of race. In the Union the total population is about 11,500,000 of which only 2,400,000 are white. Symptoms of this overwhelming situation are visible daily and everywhere. It is not merely a white vs. native problem: Durban for example has a population divided 1/3 white, 1/3 native, 1/3 Indian, each third seemingly incompatible with either of the others. In the Cape Province the total population is 4,000,000 of which 2,300,000 are native, 870,000 white and the other 80,000 are "Cape Coloured" or what might be termed mulatto. There is no dodging the problem. It is too pressing and too all-over-the-place. How well or how ill they are solving it, time will tell. There are many varying opinions, to put it mildly.

Another dilemma is the price of gold—the Union's principal product. Gold is a

"political" product and its price has not risen since 1933. All the costs of mining gold—labor, machinery, etc.—have risen enormously. The effect might be somewhat the same in this country if the price of steel, coal and oil remained fixed while wages, food and clothing were to rise sharply. The entire economy would suffer disequilibrium.

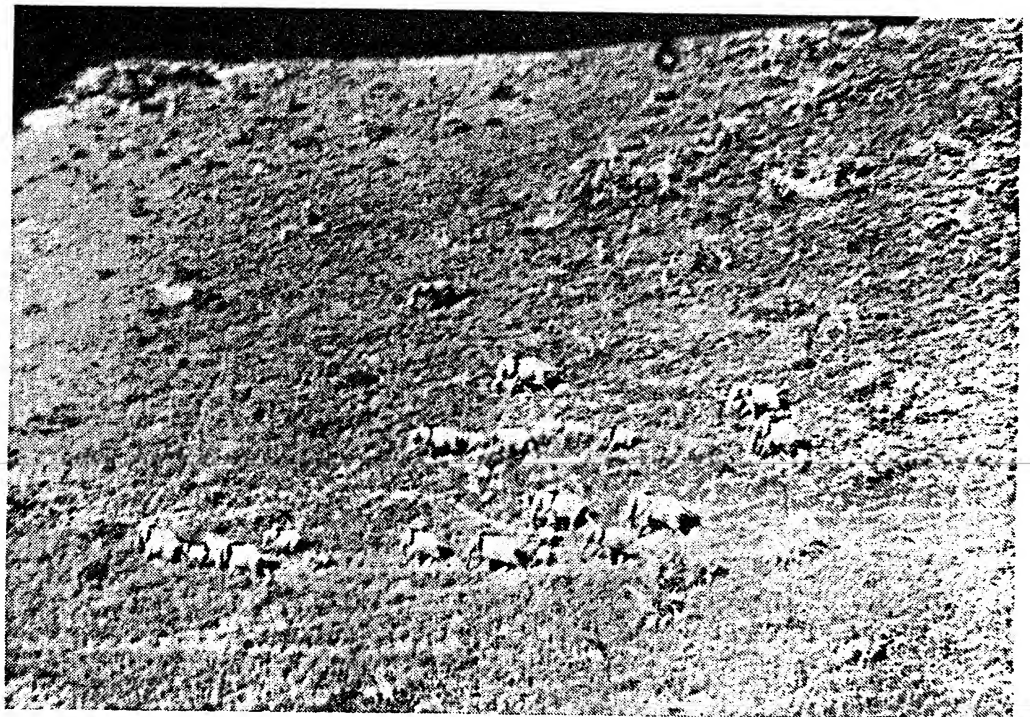
From a tourist point of view I recommend Africa very highly. Flying over certain areas, particularly Kenya and Tanganyika,

we saw great numbers of wild game and as we were fortunately obliged to use small private aircraft we could drop down to very low altitudes for a good look. In these East African districts we saw a great many elephants, herds of giraffe, several rhinoceros, ostriches, gnus, untold numbers of zebras and thousands of different species of antelopes and gazelles.

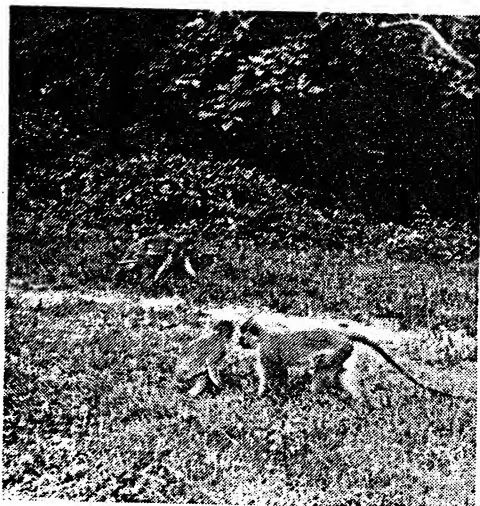
Elsewhere in Africa we saw huge flocks of pink flamingoes, a great many hippopotami, monkeys, baboons, crocodile and smaller forms of wild life. The scenery and geology of many parts of Africa are remarkable, particularly in the Great Rift



Flying down the east coast of Africa, Lourenco Marques, like many other cities, is modern, clean and inviting.



Flying from Nairobi to Mombasa at low altitude there were scores of elephants such as this herd, four rhinoceros, 1000's of gazelles and antelopes, probably a couple hundred hartebeests and 22 giraffes. They made an awful piker of the Bronx Zoo.



Animals are everywhere in the south half of Africa, generally traveling afield in packs or families such as these monkeys. But, once in a while one strolls down a Main St.

Valley, Victoria Falls being the most outstanding natural attraction.

Johannesburg is the largest city in the Union; it is a city only about 70 years old and grew up to three-fourths of a million population around the gold mines. I had the good fortune to go down a gold mine, one that was 6,000 feet deep. This was exceedingly interesting but one trip will do me for a long time.

Concerning the trip by boat from Cape-

town to New York, I was forced to draw more harsh conclusions than those concerning the export market situation. For two and a half days nearing New York, we rode out a storm with an 80-mile-an-hour wind in it. The 10,000-ton ship's cargo was chrome and manganese which shifted and produced a sharp list. After all of the water and fuel supplies had been moved to compensate for the shift of cargo weight, the list still remained 27 degrees.

K.P.



Victoria Falls is truly an awe-inspiring sight to find uncluttered with Hot Dog stands. You can have the place and its roar practically to yourself.



Pedestrian traffic outside Durban, or outside most South African cities, is colorful to say the least. This belle was on her way to market. Beats anything we ever saw in a 5th Avenue Easter parade.



This young Fellow is a Zulu employe in a Durban department store. The assortment of jewelry he wears around his neck indicates that he is engaged to be married. The miniatur tom-toms on the ears are common ornamentation.



A trip of this scope naturally blends business with the process of being a tourist. In this Capetown picture, Mr. Norman Byford (center), Parker Vice President in Charge of International Sales, chats with Mr. and Mrs. Roland T. Wentzel of the J. Walter Thompson advertising agency's South African office and others interested in the pen business.

Big Doings In Boston

In Boston, Jordan Marsh is building a modern new building on the two-block site of their old store. They've been at it a year and need another year to finish the job.

We learned through Miss Ryan who has been with the firm some 37 years that a few Parker "51" pens were drafted to help in the task not long ago. They were used to sign a charter which will be laid in the store's cornerstone in the Spring. The signatures include everyone who has been with the store for 25 years or more.

South Africa

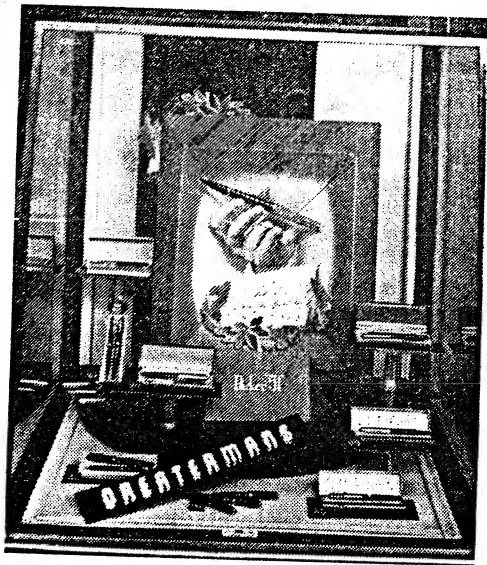
Short Trip Around the World

On the theory that it is interesting and perhaps beneficial to know how pens are promoted in the other fellow's backyard, here is an accumulation of pictures which have come in from various countries around the world.

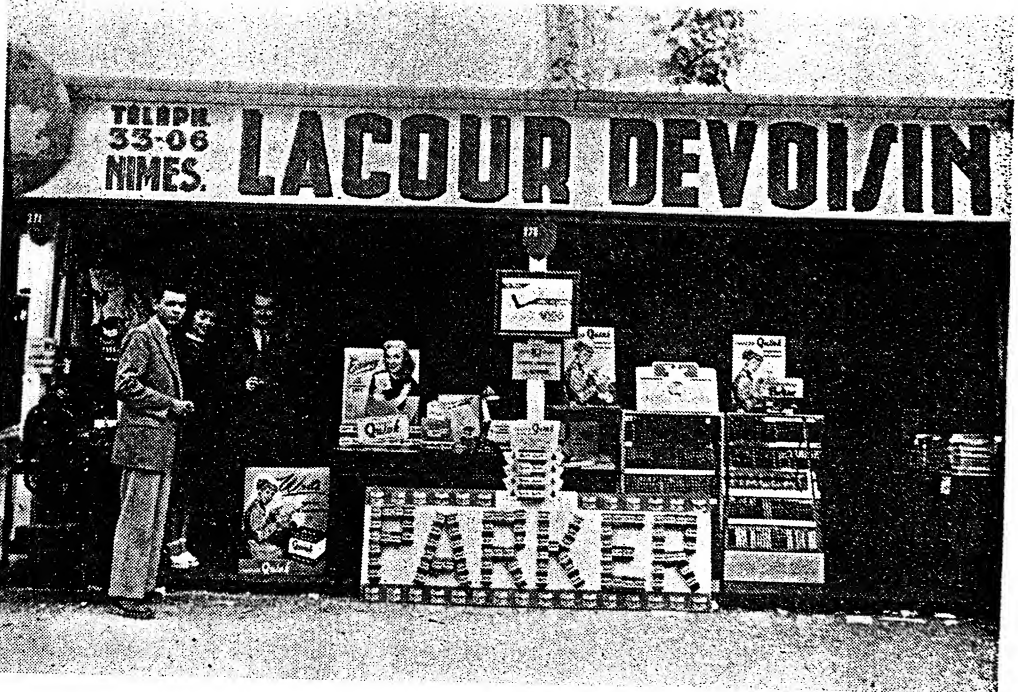
You'll notice that there is a somewhat heavier accent on ink display than is commonly the case in the U. S. There are several reasons for that. Principal among them is the current shortage of "51" merchandise abroad because of the dollar famine. Secondly, (and forgive us the self-praise) Parker is literally synonymous with writing fluid almost wherever you travel abroad. It is a highly profitable item.

Without further introduction, we'll call the roll.

France



Greatermans Stores Ltd. did it neatly with one large display piece backing up boxed sets. The photo doesn't give a clue, but Greatermans is in Johannesburg, Union of South Africa.



An interesting way of spelling out a name was used by dealer Lacour Devoisin in his booth at the Nimes Commercial Fair. The photo was sent in by Agence Parker, S.A. in Paris, with high compliments to Mr. Devoisin.

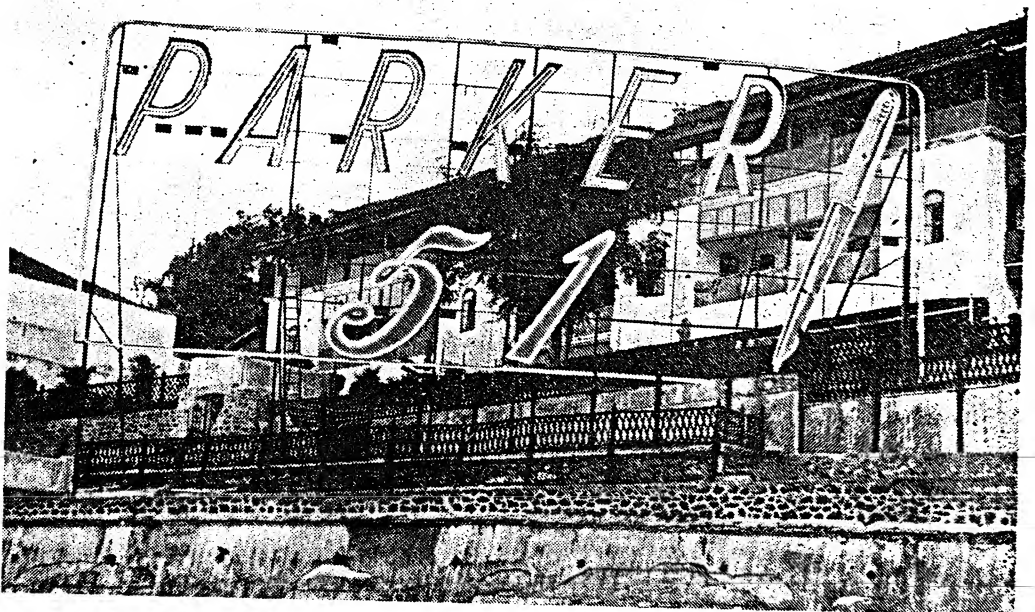
Switzerland



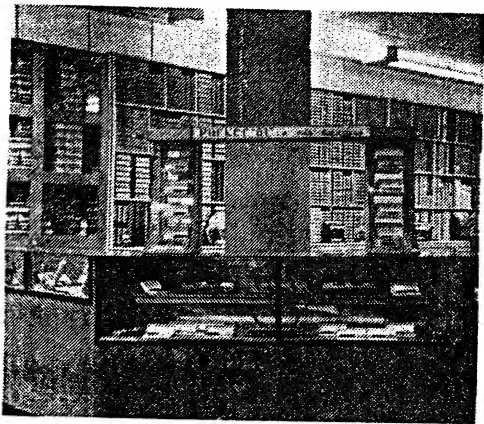
This Papeteria window was sent in by Diethelm & Company, distributor in Zurich, Switzerland. Rather clever the way writing fluid is related to writing instruments without becoming involved in mass displays.

India

Colombia, S. A.



Strategically placed, this huge neon sign erected by Dodge & Seymour, Ltd., distributor for India, serves as a constant reminder to Bombayites strolling along the seaside promenade. Telling an popular Chinese proverb...



Pens receive the corner case location from the distributor, Carvajal & Cia. Ltda. in Medellin. Note the unusual raised letters on the column in back.

Tangier



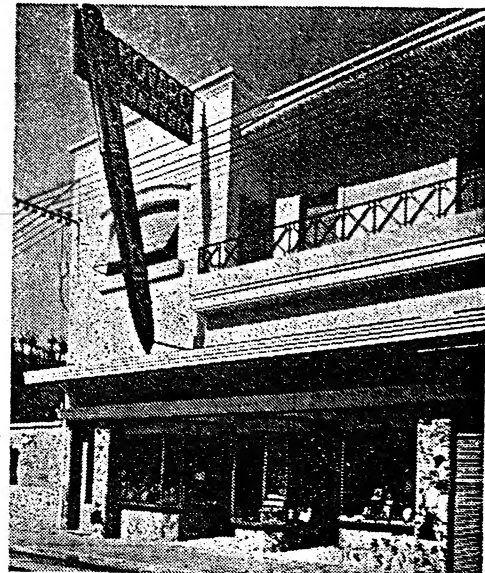
Don Raphael Duran, leading actor in the Spanish Theater, tries out a "51" pen. The distributor is Elias Bendrihem and the location Tangier. The ink displayed in the background makes our people in the Menomonie plant very, very happy. If you look closely you'll see Don Raphael Duran's autograph.

Belgium



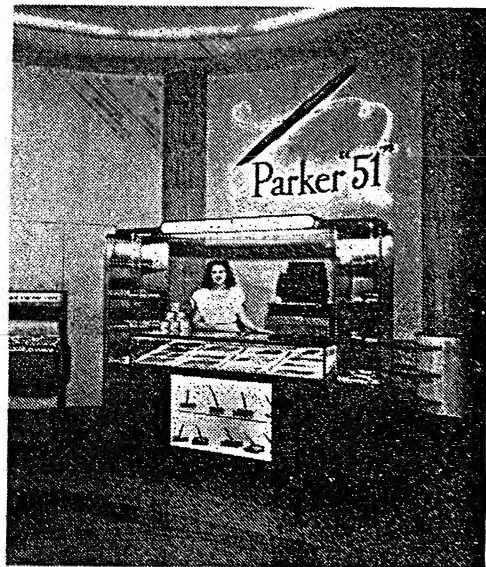
Parker was well represented at the 1948 International Fair of Brussels. According to distributor Agence & Messageries de la Presse, S.A., customers visiting their stand during the Fair and made purchases totaling 687,000 Belgian francs.

Argentina



No one in Cordoba, Argentina, has the slightest doubt about the entrance location of Libreria Novaro. A giant-size pen points directly at it.

Havana



The newly remodelled store of Union Commercial de Cuba, S.A. has an added attraction in the smiling young lady behind the lighted showcase. Both the showcase and wall sign indicate the specialty of this department.

Gosh!

Dear Mr. Parker:

The Gulf Oil Corporation bought a black \$37.50 Parker "51" set from us recently. We think you would probably be interested in its destination.

The set is to be presented to His Highness Sir Ahmad Al' Jabir As-SUBAH, K.C.S.I., K.C.I.E., a minor king, or sheik in Arabia.

H J. Wilbourn
Houston, Texas

The Parker "21"

(Continued from page 1)

a pencil at \$3.75 so that the set ducks comfortably under a \$10 bill.

The characteristics of these items will be well told in sales literature and advertising. That's not the task of this article and not really the province of Parkergrams. Rather, we want dealers to be fully informed of our motives in providing the Parker "21" at this time, and in understanding those motives to share our conviction that the product is right, the price is right, and the time is RIGHT NOW.

I'll welcome your comments when you receive your first shipment.

James N. Black.

Now You Can Know

One of the reasons for writing this is that we have always looked at girls' hands in the same analytical spirit that most men look at girls' legs. Not that we don't give eggs attention in passing, but we are primarily a hand man.

The subject of palmistry—or chiromancy as it is called in the higher echelons—has considerable fascination. Bona fide M.D.'s as well as Chautauqua medicine men will tell you that they can deduce much from an examination of a patient's hand. The complexion reveals something, the moisture something more. The fingernails are particularly revealing in their shape, color and texture. Then too, if the hands tremble, are limp or firm in handshake, a doctor knows more than that the patient has either had a rink or needs one. It's all very interesting and suggestive to the discerning and observing mind.

For the practitioners of the occult, the lines in the hand, the mounts, the knuckles, and even the relative lengths of the fingers all portray inclinations to precise personality traits, and hints of future behavior. For one example, beware the person with a lubbed thumb. That is supposed to indicate murderous tendency.

Allied to palmistry is the field of graphology and its companion handwriting analysis. Practically everybody knows that if a person can't write he is not a Rhodes scholar. But, graphologists can pick out among the Rhodes scholars those who are missing a cylinder or two, and which cylinders. The other day, Roland Nystrom in Ohio sent us a note and along with it 12 keys to analyzing handwriting. It was the first such brief condensation we have ever seen of this exact science.

With its help, you, too, can analyze yourself unless you are left-handed (in which case there is no hope for you). Here are the keys.

1. Wide, round writing—not bossy, a sympathetic, cooperative spirit.
2. Printed formations in writing—the sign of a progressive mind with creative ideas.
3. Large writing—the larger it is, the

Cullings From A Basket of Ideas

If there is a customer waiting in the front of the store, don't take time to read this particular article now. That is to say, it will wait. It contains nothing like medicine for hiccoughs that you have to take right away.

The first topic is chess, a plodding sort of brain game not particularly enjoyed by people who bet on race horses. One chap by the name of Louis Paulsen contending for the American title in the 1850's spent 14 hours and 28 minutes thinking over one move in an attempt to dethrone the USA champion. He lost.

Thank goodness it doesn't take that long for customers at the retail counter, although we heard of a customer in Holland who did make periodic trips to a dealer for more than a year before he finally decided which pen to take.

Men like Dale Carnegie and Elmer Wheeler have done much to bring technique into the process of closing sales on a grand scale. So have all alert sales promotion men in their own fields, for that matter.

Some time last year, as a part of a retail sales training program, a great many people's ideas were combined into one piece of putty which would fit almost any pen customer eyeing the "51". It amounted to five simple steps to be taken at the counter and is really pretty cute.

First thing to do is ask the customers whether the pen they are seeking is "for yourself or a gift?" The pen brought from the showcase obviously answers either specification because the next comment is "Then you'll want something nice." And that is followed with, "Here is the only pen that writes dry with wet ink." That leads to a demonstration of dry writing, and the direction of attention to the other exclusive features. Having put on a little demonstration, then there comes the proof of the demonstration with the suggestion, "Here, try it yourself." From then on it's a matter of closing the sale in any way which suits store policy.

The whole process amounts to about two minutes or as long as it takes to explain what Irium means in a 50 cent tube of toothpaste.

* * *

The next topic is a puff for Chandler's

more expansive the person.

4. Backward slant — emotions repressed (a cold potato).
5. Tiny writing — concentration on one idea at a time (or limited supply of space).
6. Large capitals — conceit; the smaller they are, the more modesty.
7. Forward slant — the more slant the more affectionate.
8. Failure to dot i or cross t — absent minded.
9. Sharply pointed letters and formations — critical mind.
10. Letters not joined — intuitive rather than logical mind.
11. Uphill writing — optimism, downhill is gloom.
12. Wide margins and spaces — generosity.

of Evanston and all other dealers who put out product circulars among the neighborhoods served. They may not always pay off in 36 hours with orders by mail, but they build friendly traffic for the future.

* * *

We get bushels of all kinds of requests from the general public for free pens to be used as giveaways for one function or another. Dealers might be interested in knowing that we refrain from honoring these requests for "51" merchandise. It's not that we're uncharitable. Rather, we've never been able to figure out how you could take care of one request without being obliged to take care of all others. All others would add up to several thousand pens a year—several thousand which dealers wouldn't sell.

One of the most tempting requests recently came from The Reflector, Official Newspaper of Associated Student Body, Mississippi State College (so it says on the letterhead). It seems that there is to be a Pioneer Day at the college. The pens would be prizes for the longest, largest, and otherwise outstanding beards grown on the campus.

* * *

You'd be surprised by some of the correspondence which comes in here, and not all from students. We try not to be stumped by anything. One of the toughies was a letter from Daniel's Jewelry in Battle Creek, Michigan asking the number of average words that the new Aero-metric Parker "51" would write on one filling. They were putting on a pen promotion. We didn't know the answer so we put a pen on a writing machine. The ink in the pen lasted 4 hours and wrote a line 31,200 inches long. Figuring the average word to be 1¾ inches long, we came out with 17,850 words.

Royalty

Dear Mr. Parker:

I have the pleasure to bring to your knowledge that His Majesty the King, my august ruler, has received with pleasure the Parker pens in Egyptian colors which you have offered Him by intervention of Mr. Edmond Gahlan, on the happy occasion of His birthday anniversary.

Touched by your delicate thought, His Majesty has given me the order to convey to you His sincere thanks.

In performing this pleasant task I am giving you, Dear Sir, the assurance of my high respect.

The Privat Secretary
H. Hus
Palais d'Abdine
Cairo, Egypt